# “CONTENT ANALYSIS OF WEBSITES / WEB PAGE LINKS OF UNIVERSITY KNOWLEDGE RESOURCE CENTRES OF MAHARASHTRA STATE”

**A Research Proposal submitted to**

**Swami Ramanand Teerth Marathwada University,Nanded**

**For the Degree of**

**Doctor of Philosophy**
**in**

## Library and Information Science

**Under the faculty of Interdisciplinary Studies**

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**September2023**

# Index


| Sr. | Details | Page No |
|---|---|---|
| 1 | Introduction | **1-2** |
| 2 | Review of Literature | **2-6** |
| 3 | Statement of proposed problem | **7** |
| 4 | Scope of the research work | **7** |
| 5 | List of Maharashtra state Universes | **8** |
| 6 | Significance of proposed problem | **9** |
| 7 | Objective of the research | **10** |
| 8 | Hypothesis | **10** |
| 9 | Research methodology | **10** |
| 11 | References | **13-14** |

**Introduction –**

At the beginning, library was store house of books only. Entry for general people was not accessible. But nowadays, there is dynamic change taken place in library. Library is being adopted as a new skill as per the need of the current generation. In the present situation like COVID-19 pandemic, many innovative skills are adopted regarding the system of library working and it supported to continue online teaching and learning process. The whole world is suffering due to COVID-19 pandemic situation. It affected all the sectors of universe. Due to lockdown, it is not possible to provide traditional library services to the people. In this situation, library has scope to find out innovative ways to reach out to library users. As the social system accepts various changes, every field of it is affected with the related changes. Nowadays, there is tremendous change in the information technology so it becomes challenging to library to reform and to be with this digital era. Technological developments have major effects on the information formats and sources of information. Most of the libraries are now on the way of developing towards automation and digitization and fulfilling the requirements of the techno savvy users. As a result, libraries are now accessible for worldwide users. Due to large amount of growth in information sources, libraries have to face various difficulties to provide library services. There is huge difference between increasing number of information sources and human resources available in the library. Therefore, for library professional it is mandatory to be techno savvy and enhance library services with the help of digital technology.

Library website is a mirror to library. So responsibility of developer has become more important in updating and development of library website time to time. Due to lack of time and technological development, users are browsing information on website instead of physically visit to library as large amount of information sources are available on web in single click. Website displays the information regarding institution. It displays all basic information about library, library services, contact, library staff, establishment etc. Through library website library services can be provided efficiently and effectively.

Library plays vital role in promotion of education and research. As per traditional way, to get library services, user needs to visit library and can access

library services in limited time, but nowadays due to development in technology, library user can avail library services 27/7 and from any place of world as per user's convenience. The present study proposes to analyze library services being provided by the university libraries of Maharashtra. It will be conducted in a way to determine the best university library on the web and best library website. The present research study proposes to find out and present a suitable modelof university libraries from the select.

**Review of Literature –**

A large amount of literature on various aspects of library website is being generated and published in learned journals. Review of literature is being conducted in this subject by the researcher and found some of the observations in earlier study.

**(Bhatnagar, 2005)** The research paper explores the concept of web based services, need of it and the reasons to be popular among users, with their advantages and disadvantages. Different web based resources have been highlighted through the paper. Concluded that the standards for organizing web-based resources are still in the early stages of development, and librarians are forced to utilize standards for print resources that were not designed for electronic resources. It is presented that libraries must continue to address the web design and implementation issues. As we actively transfer library services, our central purpose remain the same, to serve and teach users to find, evaluate, and use information effectively. The librarians should be expert to hold the hands of the users who are moving towards new communication paradigm a shift from face to face human contact to human machine interaction, frompaper to electronic delivery, from text cantered mode to multimedia and from physical presence to virtual presence.

**(Pathak & Sahu, 2010)** The implications of Web 2.0 for libraries are substantial and very close to the history and mission of libraries. The purpose of this article is to highlight the potential of web services for libraries. A brief description of these is followed by a discussion of the future of web services and the present scenario in India.

**(Vasantha, 2011)** Found that Indian library websites have only been limited to offer basic library information. The study found that there was much effort in developing interactive and user-cantered website. Only one or two libraries have implemented Web 2.0 tools for library services. The study also reveals that the central and the institute of National Importance library websites have developed and designed better websites compared to the State and the Deemed university libraries. The study compares the Indian library websites with the World's top university library websites to identify the drawbacks of the Indian library websites and the global developments of contemporary web librarianship.

**Dattatraya, Tukaram Satpute (2014)** conducted the bibliometric and webometric analysis of open access electronic journals of library and information science. Researcher Studied year wise, subject wise, and institution wise, distribution and category wise classification of paper. Also he studied the authorship pattern & most prolific contribution of papers. 70% websites of OAEJ are will maintained and up to date. Found that frequency of uses of electronic journals is increasing per day.

**(Nirmala, 2015)** Studied the libraries website of business school in India and recommended sufficient training should be given to website maintain authorities to develop the quality websites. The study suggests that online circulation system through institution's websites should be considered in future. Frequent updating of information should be a must for the business schools websites. It also recommends that the quality and usability of library websites should be considered to meet international standards.

**(Kannika parameshwari, 2015)** The result of the study shows that more than half of the national libraries (109, 63.7%) aware of the Web 2.0 technologies. The study is more helpful to identify continent wise comparison study of the adoption of Web 2.0 in the national libraries, it was found that 45 (26.3%) national libraries from Europe have adopted in maximum numbers Web 2.0 technologies. Web 2.0 tools wise comparison also found that, 87 national libraries (79.8%) have the highest adoption of Social Networking Sites and followed by RSS in 66 national libraries (60.0%). In this research the continent wise comparison of functional Levels of Web

2.0 technologies in the national libraries, developmental status of the countries and implementation of Web 2.0 in national libraries have been studied.

**(Gulati, 2016)** Suggested every library should develop their website and its web 2.0 and social media plan and services. The web site should also have mobile version of access. The web 2.0 tools should be integrated with smart phone for effective communication. Every library should take an initiative to integrate its services and resources such as, catalogue (OPAC), electronic resources, Digital library, library news and events, library orientation programs, reference service, circulation service, document delivery services etc, to Web 2.0 technologies. The study also presents that library professionals must recognize the meaning of —Focus on the user and all else will follow. Patrons are already using tools such as blogs, wikis, RSS feeds, podcasts, videos, photo sharing on Flicker, and instant messaging via Twitter. Thus, Librarians must be proactive in learning more about and providing services using these tools.

**(Nishakumari, 2016)** With the emergence of the internet and associated technologies, in particular the World Wide Web has opened up an entirely new medium for providing improved information services and resources for the users. Library services provided by using web technology are referred as web based library services. The present paper mainly discusses the web based library services, their features, advantages and disadvantages. Different web based services i.e. library webpage, Web OPAC, ask-a-librarian, email have been highlighted. It is concluded that the first and foremost function of the library is to provide quality information service in order to satisfy their users with the right information at the right time. Web based library service is a trend. Although, we actively transfer library services but our central purpose remains the same, to serve and teach users to find, evaluate and use information effectively. Librarians have to play an important role in providing the web based services to the users. They are suggested to join the learning community as coaches and collaborators, guide the students, teaching them how to search effectively and helping them judge the quality and usefulness of the information that they meet with.

**Naseehath,S (2017)** completed the webometric study on web resources on medical tourism in Kerala. Six search engine namely Bing, Google, Lycos, Dogpile, Ixquick and Webcrawler are used for the collection of information. Web resources on medical tourism include websites of travel agencies, travel companies, medical tourism hospital, ayurvedic clinic and resorts, dental tourism clinic, news article in dailies, personal website of doctors, sites of government agencies, image and maps and suggested that, provide links for Medical tourism in the website of specialty hospital to index by the search engine there by making the website easily accessible through the medical tourism related queries.

**Varadharajalu, J** (2018) analyzed the 95 State Universities in south India (Karnataka, Andhrapradesh, Telangana, Kerala and Tamil Nadu). In this study researcher found that information regarding number of web pages, link pages, Global web traffic ranking, Daily page views per visit, year of the establishment of the university and also with the different domain names of their website. Found that all state university has their own website. Researcher suggested that standard for designing web pages for educational institutions need to be evaluated. In order to enhance quality and relevance of web page it is recommended to provide maximum information and external links for better communication for the users. Researcher suggested that, librarian should involve in the development of web site of their institutions.

**Wadje, Kailas (2019)**, studied the websites of 374 engineering colleges in Maharashtra state and identified the online services provided by the libraries in Maharashtra. Observed that most of the engineering institutions do not provide separate web page or website and it found that 69.79 % engineering institutions do not have separate webpage or website. Founded most targeted website of engineering college and studied the web structures of the website. The directory compiled web addresses of engineering college libraries in Maharashtra state under the Directorate of Technical Education. Concluded that Engineering college library WebPages and websites have varying levels of services and web presence, there is a huge opportunity for developing the web sites. The Engineering colleges, library authorities need to identify qualified, skilled and techno savvy manpower and form a

Web unit who will be responsible to collect, organize and display current library information and service to the community through World Wide Web (www).

(**Gawit, 2019)** With the emergence of the web and associated technologies, especially the planet Wide internet has opened up a wholly new medium for providing improved info services and resources for the users. Library services provided by mistreatment internet technology area unit referred as internet primarily based library services. The present paper mainly discusses that what are the web based library services, their features, advantages and disadvantages. Different web based services i.e. library webpage, Web OPAC, ask-a-librarian, email have been highlighted. Web based library service is a trend. As per the conclusion of the researcher, the librarians have to join the learning community as coaches and collaborators, guide the students, teaching them the ways to search effectively and helping them judge the quality and usefulness of the information that they meet with.

**(Mohammad & Singh, 2020)** The whole world is suffering with COVID-19 pandemic, every institution, industry and public domain has been affected with the Corona virus. In this pandemic situation, libraries have been the gateways of relevant information and knowledge for conducting research and development on the related subject areas. Libraries on the web have become more competent and confident in terms of resource management and digitalization. Information societies are seeking information in digital format, therefore, library services depends upon skilled professionals. This Article has brought out opportunity to learn recent technological advancements in order to maximize the usage of library resources and services in worldwide lockdown and pandemic situations prevailing in the country. This article will provide an overview on preventive measures and current trends in libraries to play proactive role in the present and post pandemic situation.

**Mehrotra, Binu (2023)** Studied the web site of 65 state universities in Madhya Pradesh. Traced and classified the domain names of website of state universities in Madhya Pradesh. Suggested that the university which have smaller number of web pages may increase their web pages and refocus required from webmasters if the university have minimum number web pages and link pages to seek out the links.

**Gaps in existing Research –**

As per review of literature the present research topic, “Content analysis of library services in library through library website with special reference to Mumbai region: A study” is the only research topic which has been studied in 2016. No any other research work has been conducted in this field. Library has been adopting innovative practices as per the need of user and trying to fulfil the expectations of its users time to time. So, it becomes needful to study the changes taken place in the system continuously. The present research study proposes to highlight the need of digital era, the innovative services available in the library at present time. It will also recommend some particular library services in addition to the available services.

**Statement of proposed problem -**

The purpose of study is to enhance library services through library website so the problem can be stated as **“CONTENT ANALYSIS OF WEBSITES / WEB PAGE LINKS OF UNIVERSITY KNOWLEDGE RESOURCE CENTRES OF MAHARASHTRA STATE”** in which researcher proposes to analyze the library services provided through library web pages which can be useful to librarians to develop their standard library web pages.

**Scope of the research work -**

In Maharashtra state there are 27 state universities under UGC. In this study websites of these 27 state universities has been select for the study. Content analysis of library services through website will be taken place by the researcher. The researcher will suggest particular library services to be provided through library web pages which will enhance library services and the best ways to provide them.

## List of Maharashtra State Universities

| Sr | Name of the university | Website |
|---|---|---|
| 1 | COEP Technological University,Pune | https://www.coep.org.in/ |
| 2 | Dr. Babasaheb Ambedkar Marathwada University Aurangabad | http://www.bamu.ac.in/ |
| 3 | Dr. Babasaheb Ambedkar Technological University,Lonere | http://www.dbatu.ac.in |
| 4 | Dr. HomiBhabha State University Mumbai | https://www.hbsu.ac.in/ |
| 5 | Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola | https://www.pdkv.ac.in/ |
| 6 | Gondwana University,Gadchiroli | https://unigug.ac.in/ |
| 7 | International Sports University, Pune | https://sports.maharashtra.gov.in |
| 8 | Kavayitri Bahinabai Chadhari North Maharashtra University, | http://www.nmu.ac.in |
| 9 | Kavi Kulguru Kalidas Sanskrit Vishwavidyalaya,Nagpur | https://kksu.org/ |
| 10 | Konkan Krishi Vidyapeeth,Dapoli, District Ratnagiri | http://www.dbskkv.org |
| 11 | Maharahtra University of Health Sciences, Nashik | https://www.muhs.ac.in/ |
| 12 | Maharashtra Animal & Fishery Sciences University, Nagpur | http://www.mafsu.in |
| 13 | Maharashtra National Law University Deonar, Mumbai Maharashtra | https://mnlumumbai.edu.in/ |
| 14 | Maharashtra National Law University Aurangabad | https://www.mnlua.ac.in/ |
| 15 | Maharashtra National Law University,Nagpur | https://www.nlunagpur.ac.in/ |
| 16 | Maharashtra State Skills University,Mumbai | https://mssu.ac.in/ |
| 17 | Mahatma Phule Krishi Vidyapeeth Rahuri Dt.Ahmednagar | https://mpkv.ac.in/ |
| 18 | Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani | https://www.vnmkv.ac.in/ |
| 19 | Mumbai University,Mumbai | http://www.mu.ac.in |
| 20 | Punyashlok Ahilyadevi Holkar Solapur University | http://www.sus.ac.in/ |
| 21 | Rashtrasant Tukadoji Maharaj Nagpur University | https://nagpuruniversity.ac.in/ |
| 22 | Sant Gadge Baba Amravati University,Amravati | http://www.sgbau.ac.in |
| 23 | Savitribai Phule Pune University | http://www.unipune.ac.in |
| 24 | Shivaji University Vidyanagar,Kolhapur | http://www.unishivaji.ac.in |
| 25 | Smt. Nathibai Damodar Thackersey Women's University Mumbai | http://www.sndt.ac.in |
| 26 | Swami Ramanand Teerth Marathwada University,Nanded | http://www.srtmun.ac.in |
| 27 | Yashwant Rao Chavan Maharashtra Open University, Nashik | https://ycmou.digitaluniversity.ac/ |

**Relevance of the research work –**

To develop standard website for library, there is need to evaluate developed websites and plan for the best website which may be useful and informative. Evaluating web site provide different approaches for the developer in preparing better accessible web page. The present study aims to analyze this concept. Librarians are unaware of details of building websites but evaluation may provide guidelines to librarians in developing better websites for academic and other type of libraries. It is not difficult to develop website but it is challenging to develop standard website is.

The undertaken study aims to provide proper guidelines to website developer to develop a standard template of library (KRC) website and the proper system to provide library with the help of standard template of library website. In this study evaluation of website of 27 state universities of Maharashtra under UGC is undertaken and it aims to suggest the standard template for developing a website for university library which will enhance library services through library website.

**Significance of proposed problem -**

This study undertakes to bring out recent technological changes and its implementation in library to enhance library services. It aims to make aware the library professionals to promote library resources and services with the help of modern technologies. In higher education system, library plays an important role. So, it is essential to know about the library services being provided through the library. This study "CONTENT ANALYSIS OF WEBSITES / WEB PAGE LINKS OF UNIVERSITY KNOWLEDGE RESOURCE CENTRES OF MAHARASHTRA STATE" aims to highlight the present status of library services through library website provided to their users & it undertakes to help libraries to enhance their library services through website.

**Objective of the research-**

1. To take the review of state university libraries (KRC) web site/web page link in Maharashtra state.
2. To know the library services provided by the state university libraries (KRC) through the website.
3. To take overview of promotional activities /available Internal, external links.
4. To analyse the information and features on state university libraries (KRC) website.
5. To find out well fulfil library functions and services given by university library website.
6. To develop and present a model template of university library (KRC) website.
7. Suggest and recommend for content improvement in the university library website (KRC).

**Hypothesis:**

1. Very few university libraries (KRC) have separate library websites
2. Most of the libraries (KRC) provided web page link of libraries on Main university website
3. There is a sufficient scope to design a role model template for university library (KRC) website.

**Research methodology –**

The researcher uses more than single research methods to develop a strong base for the research. For this study the researcher selects survey and observation method of research and data interpretation. Descriptive analysis will be also useful for the present study.

**Tools for research –**

For this study websites of 27 respective universities KRC has been used. Observation tool will be useful for the present study.

**Sampling design –**

For the present study, Websites/ web link of KRC of 27 state universities under UGC of Maharashtra state is included.

**Conceptual framework –**

As per the New Public Universities Act of Maharashtra 2016 library of universities are renamed as Knowledge Resource Centre. So this research work will be conducted on the Content analysis of Websites or webpage link of KRC of Universities in Maharashtra. Existing websites or webpage link will be taken into consideration for analysis. Content of website/web link will be analyzed very minutely considering its main objectives purpose of its inclusion.

**Research design**

Research report will be prepared after final research finding, in which Subject background and its historical review will be provided, which research methodology will be applied for the present study will be highlighted. Data interpretation will be done based on the standard methods and results will be drawn accurately. Based on the analysis an Ideal Model template of University library (KRC) websites will be suggested and tested.

**Methods of data collection**

The data will be collected by actual Website/webpage link visit, it will be recorded, in addition to it questionnaire will be designed based on the doubts while analyzing it to get the exact intention behind inclusion of content in website/web link.

**Methods of data analysis**

Data will be analyzed manually using MS excel, Data of each services introduced on website/web link will be pointed down and will be analyzed

**Details of equipment's and instruments to be used and their source**

For the data analysis Computer, Laptop, Printer and Statistical Package for the Social Sciences(SPSS)will be used.

**Thesis will be presented in five chapters**

**Chapter 1: Introduction**

Highlight the need purpose of the proposed research, its objective, hypothesis, limitations and methodology used for data collection and analysis

**Chapter 2: Review of Literature**

It Reviews the Related Literature on the topic of study.

**Chapter 3: Research Methodology**

Present an overview of provided library services through library website in Maharashtra state universities.

**Chapter 4: Data Interpretation**

A descriptive analysis and data interpretation of the data collected from respective universities website

**Chapter 5: Summering Up**

Emphasize the major findings and observations. It also brings out implications.

**Expected outcome**

This study will be of great use to University Libraries (KRC) in Maharashtra. Model template designed will work as an Ideal example for website development of KRC. Recent web technology will be considered in ideal plan of website. This study can be used in teaching and learning process for incoming Library science students.

**Further Scope of the Study**:

Present study can be further extended for designing ideal websites for college libraries. Further extension can be made considering future developments in library and information science and emergence of new information technology.

**Plan of work (Time schedule activity)**

In the first phase the Literature review will be taken all related past literature will be collected and studied in first six month. In next six month Data will be collected related to the study by observation and questionnaire, after it in further six months collected data will be analyzed. Based on the results, work on planning of ideal model template of website will start it will be tested verified, it needs at least one year. This research process will further continued in writing of research report for at least six months.

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